



and chewing.

You can start training your dog at any age for as long as you want to. It's never too late to start.

Training provides dogs with the basic good manners they need to be a part of the family. Training teaches dogs to want—from polite greeting when guests arrive, to coming when called.

A trained dog is a fully participating member of the family. It's a gift for all of you!

When you join in the fun when company comes, you're showing your family to the kids' sports games, you're showing your friends and relatives, goes for hikes, and anything else the family does together.

It's been shown to be the single most important thing a dog in his or her "forever" home can do. It enriches your mutual bond, enhances the relationship you share with your dog. There's nothing better.

Training your dog is a joy for both you and your dog.





ICELANDIC+
LAMB HORN
DOG TREAT

100%
EDIBLE

- ALL NATURE-FED
- ZERO PRESERVATIVES
- ZERO HORMONES
- 100% INGESTIBLE/DIGESTIBLE
- 100% VIKING



ICELANDIC+
PURE
LAMB HORN
DOG TREATS

ICELANDIC+
PURE
LAMB HORN
DOG TREATS

ICELANDIC+
PURE
LAMB HORN
DOG TREATS

The best treats for the most loved pets.

ICELANDIC+
PURE
LAMB HORN
DOG TREATS

ICELANDIC+
PURE
LAMB HORN
DOG TREATS

ICELANDIC+
PURE
LAMB HORN
DOG TREATS

ALL NATURAL CHEW • FULLY EDIBLE

ICELANDIC+
PURE
LAMB HORN
DOG TREATS

ICELANDIC+
PURE
LAMB HORN
DOG TREATS

ICELANDIC+
PURE
LAMB HORN
DOG TREATS

LONG-LASTING & NUTRIENT-RICH



iceLANDic  TM



Not just pure, Icelandic pure.™



Leading the Pack on Purity

Icelandic+ makes all-natural pet treats – using ethically sourced, pure Icelandic ingredients – that meet the specific digestive, physiological, metabolic, and nutritional needs of dogs and cats. Our in-house physiologist and nutritionist make sure of it. Plus, all materials used in our edible horns and other pet treats are traceable to their origin, providing greater accountability and transparency, and it protects the integrity of our products.

Icelandic+ is a green business. As part of our commitment to purity, we've partnered with farms and processing facilities to establish a revenue-generating solution that helps reduce landfill mass by making good use of nutrient-rich animal bi-products. We also process our treats with geothermal-based energy, a clean and sustainable energy that comes directly from the heat of the Earth. For all packaging and bagging supplies, Icelandic+ uses only Earth Rated® materials. All this because we believe in healthy pets and a healthy environment.

Icelandic+ Lamb Horns

We're first introducing our new Icelandic Lamb Horns that are an optimal dental chew treat made from 100% pure Icelandic lamb. Dogs find them impossible to resist – they're flavorful, healthy, and fun! Lamb horns are also an ethical choice that eco-conscious pet owners will love. Once a lamb bi-product formerly tossed into landfills, they're now a sustainable dog treat with loads of nutrition and chewing satisfaction.



Why lamb horns?

- A good source of protein, iron, zinc, and other nutrients.
- 100% ingestible and digestible (unlike deer/elk antlers and Buffalo horns).
- Ideal for safe chewing and easier on a dog's teeth.
- Help keep teeth clean and healthy.
- Sourced from free-range, nature-fed Icelandic lambs reared for human consumption.
- Adhere to strict agricultural and inspection laws of Iceland, the U.S., and EU to ensure the highest standard of quality and safety.
- A sustainable option for eco-conscious pet owners.
- No preservatives, flavors, or additives.
- They have a serious fun factor that dogs love!



ALL
NATURE-FED



ZERO
PRESERVATIVES



ZERO
HORMONES



100% INGESTIBLE/
DIGESTIBLE



100%
VIKING



About Iceland and Icelandic Lamb

Iceland is one of the most virgin landscapes in the world with a pristine coastline, lush farmlands, majestic glaciers, fiery volcanoes, and untouched highlands. It redefines purity. Products harvested from this clean, natural environment, like our lamb horns for dogs and other pet treats, benefit from higher levels of nutrients and the absence of chemicals like pesticides, herbicides, and other toxins.

Brought to Iceland by the Vikings thousands of years ago, Icelandic lamb is considered to be one of the healthiest meats to eat. It is genetically pure and they are exclusively raised outside, breathing Iceland's unpolluted mountain air, roaming its pastures, drinking mineral-rich water, and feeding on wild grass, moss, sage, and everything nature's bounty has to offer. It is forbidden to give Icelandic lambs hormones as growth promoters or feed them grain with antibiotics as an additive. Even Iceland's strict inspection procedures ensure hygiene, quality control, and traceability. It's the epitome of healthy and pure.

Why Partner with Icelandic+?

We go above and beyond all natural and organic with pet treats that authentically stand out as 100% pure. There is no other pet brand that offers the level of pet pleasure, nutrition, and sustainability as Icelandic+. Plus, we offer complete branding and marketing support to any retail partner who brings the category into their selling environment. We know that this level of support ensures greater education about the Icelandic+ brand, our commitment to the environment, our pure products, and will help increase sales.

Contact our sales team today for more information about our lamb horns and other upcoming products, get pricing information, or to make an order.

For all sales and product related inquiries please contact us at:
info@icelandicplus.is

Product Availability

- **LAMB HORNS:**
Immediate with continual delivery
- **MARROW BONES:**
Immediate with continual delivery
- **FISH SKINS:**
Fall 2015 with limited initial delivery
- **OTHER TREAT PRODUCTS:**
Fall 2015 and Spring 2016
- **PET FOOD PRODUCTS:**
Spring 2017



ICELANDIC+

© IcelandicPLUS ehf.
IcelandicPLUS ehf., Smáratorg 3, 201 Kópavogur, Iceland
www.icelandicplus.is
Product of Iceland

VIKINGS ALWAYS DID
LOVE THEIR HORNS.

SO WILL
YOUR DOG.



And while the pure taste and wholesome goodness of our 100% natural Icelandic lamb horns might not turn your dog into a Viking warrior, you'll feel better knowing his treats come from the purest place on earth.

IcelandicPlus™ Lamb Horns. Look for them wherever fine pet products are sold. Like us on Facebook for special offers on our horns.



ICELANDIC+

Not just pure, Icelandic pure.™

www.icelandicplus.is



**FROM ICELAND,
A DOG TREAT FIT
FOR THE GODS**

**ODIN WOULD
APPROVE.**



And why wouldn't he? After all, our 100% lamb horns come from Iceland, the purest place in all the world. You'll love knowing that nothing goes into IcelandicPlus™ lamb horns but lamb horn. No fillers or preservatives of any kind.

IcelandicPlus™ Lamb Horns. Look for them wherever fine pet products are sold. Like us on Facebook for special offers on our horns.

ICELANDIC+

Not just pure, Icelandic pure.™

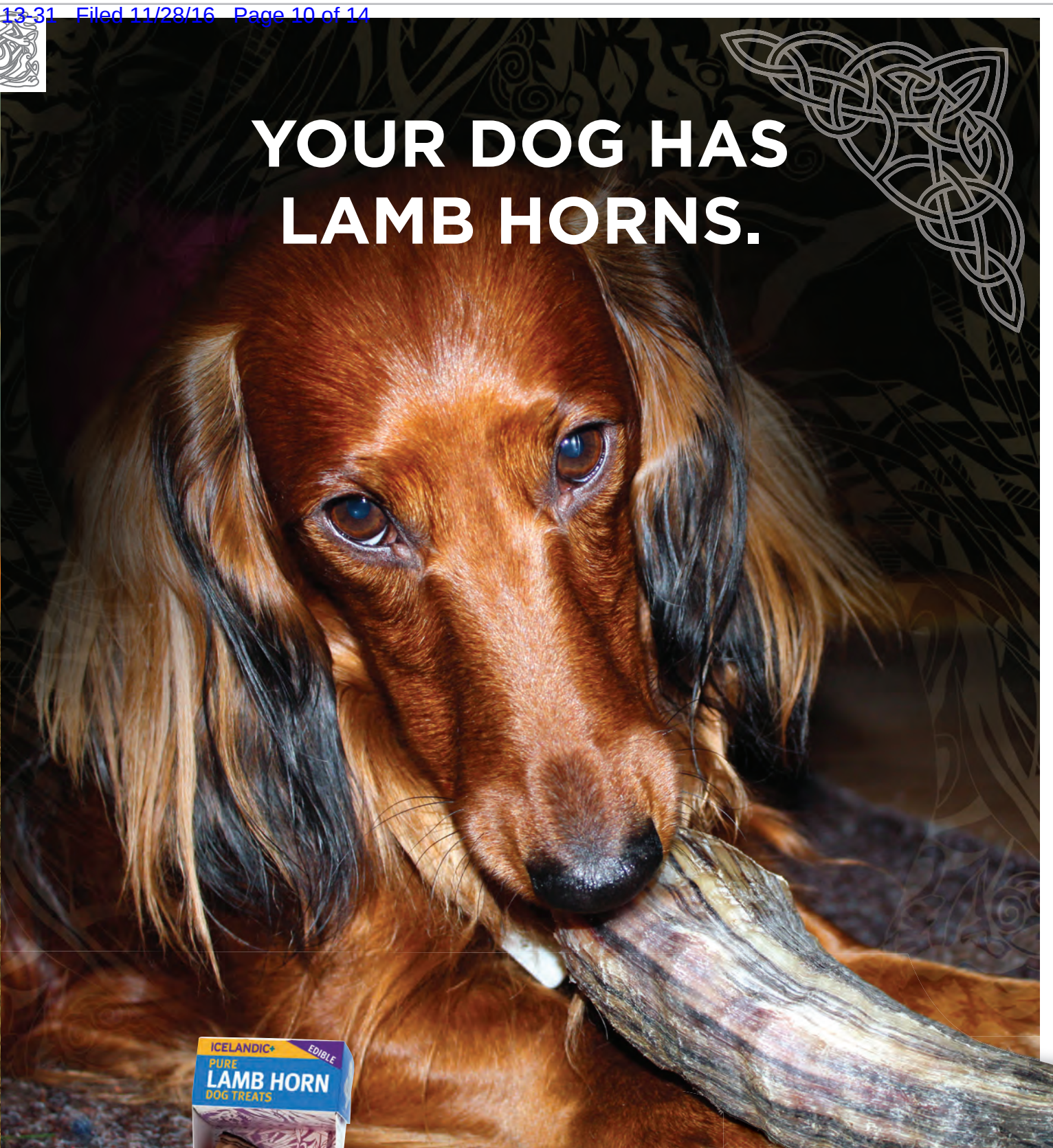
www.icelandicplus.is





THE VIKINGS
HAD VALHALLA.

YOUR DOG HAS
LAMB HORNS.



Who ever said all dogs go to heaven must have known about our 100% pure Icelandic lamb horns. Your dog will love them for their meaty taste. You'll love them knowing that there's nothing in our lamb horns but pure lamb.

IcelandicPlus™ Lamb Horns. Look for them wherever fine pet products are sold. Like us on Facebook for special offers on our horns.



ICELANDIC+

Not just pure, Icelandic pure.™

www.icelandicplus.is



THE VIKINGS
HAD VALHALLA
FOR PARADISE.

YOUR DOG HAS
LAMB HORNS.



Who ever said all dogs go to heaven must have known about our 100% pure Icelandic lamb horns. Your dog will love them for their meaty taste. You'll love them knowing that there's nothing in our lamb horns but pure lamb.

IcelandicPlus™ Lamb Horns. Look for them wherever fine pet products are sold. Like us on Facebook for special offers on our horns.



ICELANDIC+

Not just pure, Icelandic pure.™

www.icelandicplus.is

She can trace her father back to the British, her mother back to the Germans, and her treats back to the Vikings.

When you love your dog, it doesn't matter where she came from. Or who her parents were. Or how pure her DNA is. But when it comes to her health, it's good to know no other dog treat is as deliciously wholesome as IcelandicPlus™ Lamb Horns. Your dog will love them. And you'll love the peace of mind that comes from knowing that only the purest place on earth could make the purest dog treat.

IcelandicPlus™ Lamb Horns. Look for them wherever fine pet products are sold. Like us on Facebook for special offers on our horns.



ICELANDIC+™

The best treats for the most loved pets.™
www.icelandicplus.is

PURE



Who cares how pure her DNA is. Her treats come from the purest place in the world.

When it's your dog, what matters isn't how pure her breeding is, it's how pure her treats are. And in all the world, there simply is no purer, more wholesomely delicious treat than IcelandicPlus™ Lamb Horns. Your dog will love them. And you'll love the feeling that comes from knowing that only the purest place on earth could make a dog treat this nutritious.

IcelandicPlus™ Lamb Horns. Look for them wherever fine pet products are sold. Like us on Facebook for special offers on our horns.

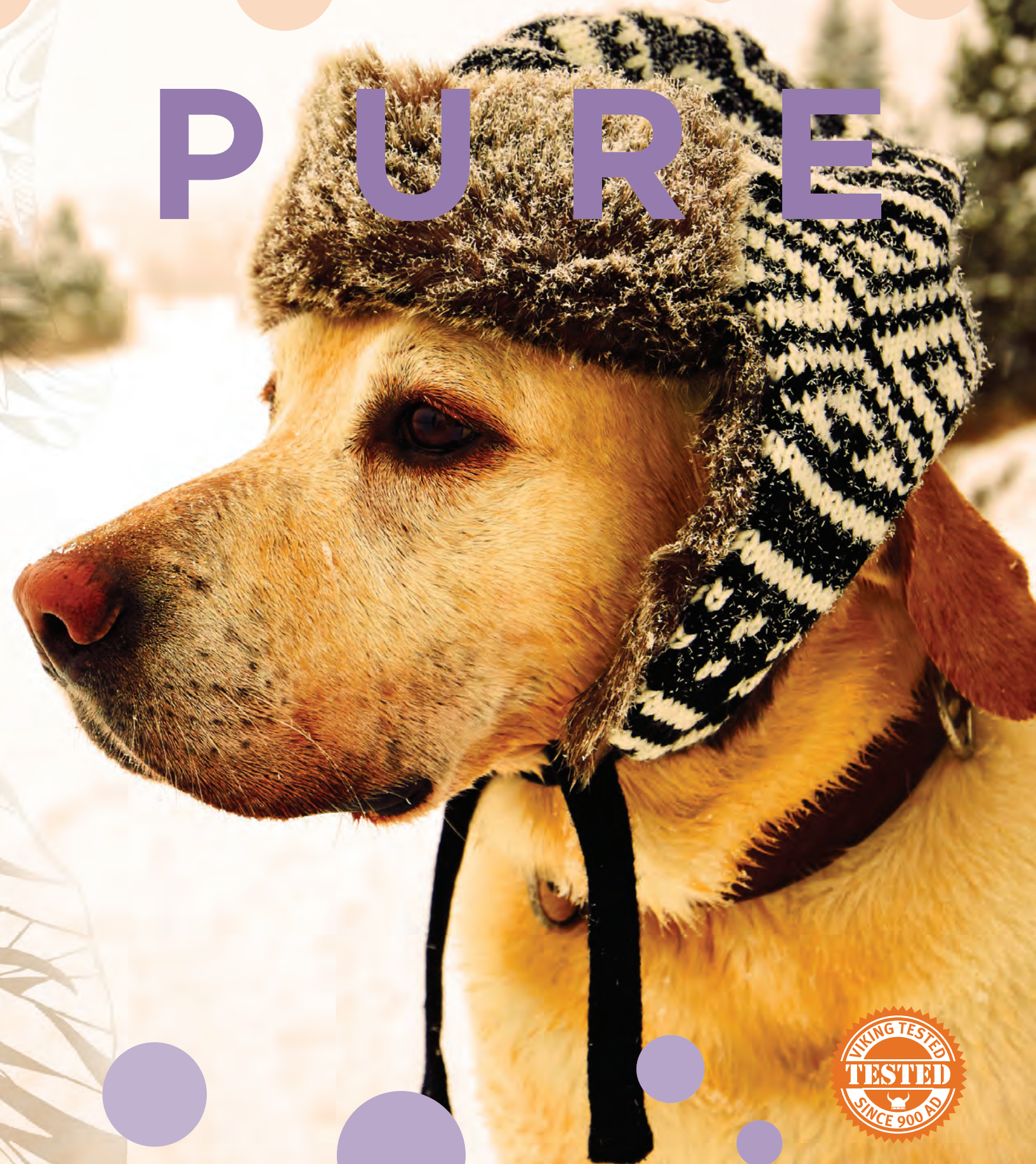


ICELANDIC+™

The best treats for the most loved pets.™

www.icelandicplus.is

PURE



Her genes might not be the purest on earth, but her treats are.

She'll never win a dog show. But one thing is for sure. She's won your heart. And nothing else matters. When your dog means the world to you, you want the best for her. And when it comes to her treats, there's nothing more delicious or wholesome than IcelandicPlus™ Lamb Horns. Your dog will love them. And you'll love the peace of mind that comes from knowing that only the purest place on earth could make the purest dog treat.

IcelandicPlus™ Lamb Horns. Look for them wherever fine pet products are sold. Like us on Facebook for special offers on our horns.



ICELANDIC+

The best treats for the most loved pets.™

www.icelandicplus.is

PURE

